

## **AMS, Fruit and Vegetable Program Specialty Crop Block Grant Program Fiscal Year 2007 Awards**

**All 52 States, the District of Columbia, and the Commonwealth of Puerto Rico were awarded funds. Most recent awards are listed first.**

### **Nevada Department of Agriculture - \$101,478.01, to:**

- Partner with Western Nevada College to develop and conduct a series of workshops on how to construct and use hoop houses to extend the growing season; educate producers about the economics and intricacies of growing and marketing cut flowers for sale in the direct market; further develop and encourage the use of Community Supported Agriculture (CSA) programs as a viable direct-market tool; and discuss and demonstrate the techniques and benefits of drip irrigation and cultivation of low water-use crops to replace current agricultural production;
- Partner with Western Nevada College to sponsor the Specialty Crop Producer web to further increase specialty crop training, producer collaboration, marketing and promotion, and cross-link the site with the existing NevadaGrown.com web site;
- Partner with the University Nevada, Reno Bio-Chemistry Department to establish two one-acre test plots of wine grapes utilizing drip irrigation to evaluate several varieties of wine grapes, and record pertinent growth and environmental variables. Share the findings through a series of presentations to producers and students throughout the local community, including the Walker River Indian Reservation, and on the Western Nevada College Specialty Crop Producer web site;
- Integrate the recycling of organic waste from local sources into the production and marketing of organic vegetable transplants and produce; make the transplants available to local area producers, nurseries and gardeners; share information on the process and the value of organic vegetables with local specialty crop producers and gardeners through the Specialty Crop Producer web site; and print materials to be distributed at participating nurseries and marketing/education events during the summer and fall;
- Partner with Homegrown Nevada, along with the Great Basin Food Cooperative and other cooperating farms in the west-central Nevada, to establish “The Great Basin Basket Company” as a limited-liability company, and increase the current product line to include value-added products made from specialty produce grown by member and cooperating farms;
- Expand vegetable production through an innovative greenhouse hoop tunnel system and disseminate techniques used to boy scouts, master gardeners and other interested groups through on-site visits;

- Partner with Nevada Naturals Company and the University of Nevada to expand production volume and production timing to year around. Disseminate knowledge to College of Agriculture students and faculty and other interested producers;
- Partner with Alfalfa King to test plant lavender and fruit grapes, develop a local market, and educate area growers about new crop production;
- Partner with Mackie Farms to market locally grown peaches and also make their farm available for education as to the benefits and techniques needed for local growing and sales; and
- Continue to expand the *NevadaGrown* program and NevadaGrown.com web site to include more Nevada producers through marketing and promotion.

**New York State Department of Agriculture and Markets - \$129,212.32, to:**

Conduct television, radio, and consumer print advertising to promote the Pride of New York brand in cooperation with Pride of New York member advertising.

**Alabama Department of Agriculture and Industries - \$108,926.78, to:**

- Partner with Tuskegee University and Auburn University to expand its "Farm to School Program" by purchasing a semi-truck to allow farmers to request a trailer brought to their farm so they can cool and store harvested crops and bring them to market outlets;
- Partner with Alabama Cooperative Extension Service, Tuskegee University, and the Federation of Southern Cooperatives, to allow farmers participating in the "Farm to School Program" to participate in workshops on installation and removal of mulch, provide irrigation from well on their property, receive materials to lay up to one acre of plastic mulch to grow specialty crops for the "Farm to School Program" and the farmers markets in their local areas;
- Partner with the Alabama Department of Public Health, to provide training workshops for parents and families on how to prepare home made baby/toddler food using fruits and vegetables and how to incorporate fresh produce into a family's diet. Upon completion of the training, provide participants with a kit to help parents prepare fruits and vegetables for their infants and toddlers;
- Assist specialty crop producers with direct marketing, value added operations, consumer education, and agritourism and general promotions.

**Louisiana Department of Agriculture & Forestry - \$104,950.42, to:**

- Develop and implement a product demonstration program featuring Louisiana produced specialty crops;

- Develop, produce and distribute recipe cards, nutritional information, brochures and other material promoting Louisiana produced specialty crops;
- Develop and purchase advertisements for Louisiana farmers markets to inform the public as to locations and hours of operations and assist farmers' market managers and organizers in developing and launching internet homepages;
- Develop and purchase generic advertisements for Louisiana citrus, strawberry, watermelon, pecan and/or peach growers, before and during their respective seasons; and
- Partner with Louisiana State University to develop and implement a seminar on direct marketing for producers, market managers and organizers.

**South Carolina Department of Agriculture - \$110,424.99, to:**

- Provide incentives to encourage firms in the fruit and vegetable industry to engage in food safety audits that encourage good agricultural practices and good handling practices from the field to wholesale;
- Partner with Clemson University and the University of Illinois to enhance the Department's website to receive and handle the Market Maker internet marketing tool to highlight locally grown specialty crop information and availability;
- Partner with the University of South Carolina to develop and operate a farmers market at the University using students to run the market with assistance from the Department;
- Partner with the South Carolina Department of Education to provide materials, signage and promotion for a newly developed snack program at selected elementary schools highlighting healthy eating habits and fresh locally grown fruits and vegetables;
- Provide promotional funds to support specialty events at three state farmers markets, in particular Spring and Fall plant and flower shows; and
- Work with selected restaurants to place locally grown specialty crops on the menu and use the certified South Carolina emblems to identify locally grown products.

**Maryland Department of Agriculture - \$234,689.47, (applied for both FY07 and FY08 funds), to:**

- Further develop the *Maryland's Best* "buy local" program including the website that links local farmers with consumers.
- Promote *Maryland's Best* "buy local" program to retail and wholesale markets and increase schools purchases of local products through its "Farm to School" program; and

- Create a cost share program for producers pursuing Good Handling Practices and Good Agriculture Practices (GAP/GHP) certification.

**Kansas Department of Agriculture - \$102,197.15, to:**

- Partner with immigrant farmers in Kansas City to identify and evaluate specific crops for which there is likely to be market demand. Obtain germplasm, conduct cultivar trials both on-station and on-farm, and develop fact sheets for both production and marketing for the crops targeted;
- Partner with the Kansas Grape Growers and Winemakers Association to plant pre-specified wine grape varieties in pre-specified quantities, provide timely feedback, and host a workshop in their vineyard. In return, reimburse them with one-third the cost of the plant stock;
- Train new fruit and vegetable producers in Kansas through on-farm apprenticeships complemented by workshops designed to expose trainees to skill sets required for successful operations;
- Partner with Kansas State University to research at least three of the perceived barriers to institutional purchases through student research at their newly established horticulture student research farm;
- Partner with the Kansas Rural Center to provide funds and assistance to 15 farmers' markets to promote their markets and specialty crops of cut flowers, garlic, ginger root, herbs, honey, lavender, mushrooms, potatoes and sweet corn; and
- Partner with the Kansas Grape Growers and Winemakers Association to provide new informational newspaper and brochures for all Kansas wineries which will include a map of the state indicating the locations of Kansas wineries.

**West Virginia Department of Agriculture - \$100,286.87, to:**

- Partner with the Collaborative for the 21st Century Appalachia to market and expand participation and support for their statewide marketing website featuring chef to farmer and farmer to consumer connections/buying opportunities;
- Partner with the Amma community in Roane County to establish and market a farmers' market designed to meet the needs of consumers and seniors involved in the Senior Farmers' Market coupon program in three economically distressed counties;
- Partner with Bloomin' Bear Farm to erect two high tunnels to create a market for specialty crops that can be grown in reduced spaces and share the data from the research with the members of the Fayette County Farmers' Market network and participants at the 2009 West Virginia Small Farms Conference;

- Partner with the Calhoun County Farmers' Market to provide outreach and awareness of the "Calhoun County Farmers' Market FRESHtival" scheduled in late August/early September during a seasonal slump in market attendance;
- Partner with the Clay County Beekeepers to educate beekeepers in the county on proper hive management and the knowledge and skills necessary to expand the enterprises in the state;
- Partner with the Cross Point Church of God to educate teens about pumpkin production techniques combined with a fundraising effort;
- Partner with Cummin's Farm to expand their pick-your-own operations by designing a growing system for strawberries that allow consumers to pick at a standing height that is specifically targeted to benefit seniors;
- Partner with Daniel Vineyards to research and identify varietal grapes that will thrive in southern West Virginia and promote their annual wine festival as an outlet to share research results;
- Partner with the West Virginia Farmers' Market Association to work with the producer-led board of directors to build membership in the West Virginia Farmers' Market Association organization by developing consumer education materials, conducting educational workshops and establishing a website for resource and promotional efforts;
- Partner with the Fayette County Farmers' Market to increase the success and distribution of their specialty crops through publicity efforts in the local media and displays at two large, local festivals and through the "Young Farmers Program." The program will encourage children to garden specialty crops, publicize their products and promote participation at the local market as a revenue generator;
- Partner with Fresh Feast on the Farm to initiate and promote a catering business focusing on the use of locally grown specialty crop products for events. A website promoting the menu components will facilitate local purchasing and assist with the promotion of future "Feast" events;
- Contract with The Media Center to provide multimedia coverage of Specialty Crop Block Grant projects at the State Fair of West Virginia;
- Partner with Gilmer County Economic Development Authority to open and promote their farmers' market at a county accessible location;
- Partner with the Clay County Golden Delicious Festival to hold the annual event billed as "An Apple A Day Keeps the Doctor Away" at the festival that focuses on the history and nutritional importance of the Golden Delicious apple while encouraging daily consumption of this fruit for nutritional benefits and lifestyle adaptation. The project will target the youth audience at the event;

- Partner with Greater Kanawha Resource Conservation and Development to conduct a demonstration project that will establish commercial production of cut flowers as a new farm enterprise by 2013. The project will provide skill development, supplying industry information and business management practices to project participants;
- Partner with the Greenville Garden to promote healthy eating and lifestyle choices by featuring West Virginia Grown© specialty crop products in a series of recipes and fact sheets aimed at youth audiences;
- Partner with the Human Animal Bond, Inc. to develop a school and farm based nutrition and agricultural education program with the intent of extending to a web-based program that can be instituted throughout the State. A curriculum will be developed teaching nutrition principles of locally grown foods, provide plots and growing assistance at a 35-acre donated farm, and establish a weekly farmers' market to complete the entire nutrition-growing-consumption cycle of specialty crops;
- Provide the Jackson County Beekeepers with beekeeping educational materials and packages of bees to encourage expanded honey production and sales;
- Partner with Kingwood Farmers' Market to use local media to build market awareness and promote economic and health benefits of locally grown specialty crops including a display at a large annual festival;
- Partner with West Virginia State University-Rural Business Services to promote and market the 3rd Annual Recipe Challenge designed to use local specialty crops held at the State Fair of West Virginia;
- Partner with the Lewisburg Farmers' Market to conduct the "The Great Zucchini Race" to generate interest and participation by children at the local market;
- Partner with Mock's Greenhouse to research the use of geothermal energy in the greenhouse industry to determine the feasibility and application of this less expensive energy source and provide the research data with area greenhouses for feasibility;
- Partner with Morgantown Farmers' Market Growers to develop two "special market days" to attract new customers to the market, encourage families to attend the market, and expose more people to food and farming issues;
- Partner with Mountain Top Farm to erect a high tunnel as an alternative growing method to replenish the local farmers' market with fresh strawberries. The operation will host a field day at the operation to showcase the controlled environment offered by high tunnels and rejoin the Lewisburg Farmers' Market with a product available to the public for purchase;
- Partner with the Spencer's Farmers' Market to promote the market through advertising and technical support to expand its' producer base and increase the amount of sales thereby increasing consumption of specialty crops in the county;

- Partner with Roane Vineyards to examine solutions to the deer population issues and their effect on specialty crop production through demonstration of an innovation fencing system;
- Partner with S&S Produce Farm to develop packaging and labeling for their popcorn specialty crop.
- Collaborate with the local schools to present popcorn themed educational units, participation at the local farmers' market and the cultivation of retail outlets to create partnerships to provide the local community with gourmet popcorn ready to pop on the cob.
- Partner with Spangler's Greenhouse & Organic Farm to use a high tunnel equipped with both a shade cloth and spraying system that conserves water by recirculation and conduct outreach to share the model with other producers;
- Partner with Wayne County Beekeepers to encourage the over wintering of local bees by creating small nucleus boxes of bees with queens and generating spring increases and replacements for dead-outs;
- Partner with the West Virginia Beekeepers Association to provide matching funds for honeybee queens and granulated sugar for late summer/fall re-queening and over wintering bee feed for re-queened colonies;
- Partner with the Weston Tailgate Market to create consumer awareness of market location and availability through the construction and placement of a market sign;
- Partner with a member of the Williamsburg 4-H Club to conduct a research project in cooperation with local restaurants and the assistance of his 4-H leader to determine varieties of potatoes most suitable for menu placement;
- Partner with the Wirt County Extension Service to establish and market a Farmers' Market for local farm specialty crop products open to the public; and
- Partner with West Virginia University to research blueberry production and determine varieties most suitable for growth in the state. The study will provide an update to 1992 data detailing blueberry growing in the region.

**South Dakota Department of Agriculture - \$100,850.02, to:**

- Partner with South Dakota State University to identify new Juneberry selections and established cultivars that are adapted to the South Dakota climate. Evaluation of Juneberry selections will be used to support development of orchards for commercial fresh fruit production, wine production and as a means to promote culturally appropriate industries on the state's American Indian Reservations;

- Partner with Valiant Vineyards to conduct educational demonstrations to young people on Indian reservations on the proper harvesting of black currents, choke cherries, buffalo berries, and wild grapes using a mobile processing unit. The demonstrations will include food security and food safety aspects;
- Partner with Lawrence Diggs to determine if there is or could be a market for locally grown specialty produce in state funded and/or state controlled institutions in South Dakota and what steps need to be taken to develop those markets;
- Partner with the Twin Brooks Area Farmer's Market to establish a farmer's market in the town of Twin Brooks throughout the growing season;
- Partner with Steve Polley to study the feasibility of growing hops in South Dakota;
- Partner with Dakota Rural Action to print and distribute the South Dakota Local Food Directory throughout the State;
- Partner with Tucker's Walk Vineyard to publish the results of research efforts on soil and climate conditions on newly developed cold hardy grape varieties on websites and document activities that promote education and information sharing among cold hardy grape growers;
- Partner with South Dakota State University to develop a knowledge base for a native fruit industry in South Dakota by establishing and evaluating native fruit trials. Outcomes of this project will include 1) determination of adaptability of native fruits to commercial production; 2) development of recommendations for particular climatic regions of the state; 3) determination of economic viability; and 4) grower education and outreach;
- Partner with the South Dakota Wine Growers Association to increase the visibility of South Dakota wine through marketing efforts and develop a plan to grow the wine industry in South Dakota; and
- Provide 50% of the costs for the Agritourism Conference, Value-Added Day, Black Hills Stock Show, and South Dakota Department of Agriculture Restaurant/Retail Promotion to engage specialty crop producers.

**Arkansas Agriculture Department- \$102,675.16, to:**

- Develop and implement a program which will assist specialty crop producers with organic certification cost and encourage expansion of organic production in Arkansas;
- Design and distribute decorative sacks to be used as a point of sale promotion for locally grown produce and other venues in Arkansas where producers sale specialty crops;
- Partner with the University of Arkansas, Cooperative Extension Service to conduct Good Handling Practice and Good Agricultural Practice workshops and assist in paying fees for GHP/GAP third party audits;



- Partner with the Arkansas Department of Human Services to establish Electronic Benefits Transfer access at five Arkansas farmers' markets and assist markets in developing a process to utilize this new tool;
- Construct a booth and display at the 2008 Produce Marketing Association Fresh Summit Show to promote Arkansas produce growers; and
- Partner with the University of Arkansas, Cooperative Extension Service to conduct a two-day floriculture educational workshop focusing on crop selection, post harvest handling and marketing.

**Georgia Department of Agriculture - \$129,864.25, to:**

- Organize and carry out a festival located at the Georgia State Farmer's Market by bringing together produce suppliers, chefs, and caterers to promote Georgia Grown Wine and specialty crops. The Department of Agriculture in the U.S. Virgin Islands will also attend to promote spices;
- Partner with Georgia Organics to organize an educational and networking organics conference; produce the Local Food Guide to help consumers locate sustainable and organic produce; conduct a "buy local" branding campaign targeting restaurants; and compile economic data to develop strategies for exploring local food system development;
- Partner with the Georgia Green Industry Association to promote the watering variance program to consumers and the Georgia Certified Plant Professional program and the Georgia Certified Landscape Professional program through print and the web;
- Partner with the Georgia Blueberry Growers Association to conduct *Xylella* research on blueberries;
- Partner with the North Georgia Technical College to provide supplies and equipment for workshops and events for specialty crop growers, the Organic Production Technician program, and an organic apprenticeship opportunity;
- Partner with the Emory University Office of Sustainability to purchase seed, transplants, soil amendments, and integrated pest management items for use in urban gardens and conduct educational outreach to Atlanta area high school teachers to continue student involvement in the gardens;
- Partner with the Pecan Growers Association to attend food shows in China to foster trade relations; and
- Provide training to growers, suppliers and industry officials on monitoring of possible risks in the fruit and vegetable industry, crisis simulation scenario training, and conduct ongoing

issues team meetings to monitor current challenges and issues facing Georgia fruit and vegetable growers.

**Department of Agriculture of the Commonwealth of Puerto Rico - \$106,053.13, to:**

- Continue marketing support for branded specialty crops, with a focus on coffee, through trade show exhibitions, television advertising, point of purchase displays, and print materials; and
- Develop export potential for coffee to selected niche markets by training producers for technology transfer of improved practices during farm production and processing activities to develop and establish quality considerations; training producers in physical evaluation, selection and quality judging during production/processing phases and; integrating the public to the industry through an agro-tourism project.

**North Carolina Department of Agriculture and Consumer Service - \$136,155.66, to**

- Develop an advertising and public relations campaign for North Carolina plants within the State and exhibit and conduct buyer meetings at regional trade shows to promote out-of-state;
- Establish a farm to school co-op to supply produce to schools. Grant funds will be used as start-up money to help pay growers for the produce purchased from the schools that are slow in paying or reject produce delivered and to purchase produce items to test market with selected school systems;
- Assist in paying the cost of a Good Agricultural Practices (GAP) audit for farmers; and
- Partner with North Carolina State University to develop new fruit, vegetable and herb crops for production under the Specialty Crops Program; fund a marketing assistant position for the program to locate buyers, find out what products they need, and provide this information to growers for the medicinal herb market; fund an administrative position to serve as a contact for marketing and production information; and develop and distribute program promotional materials.

**Virginia Department of Agriculture and Consumer Services - \$111,797.84, to:**

- Assist growers and producers in meeting requirements of the Good Agriculture Practices/Good Handling Practices Program to include educational meetings, development of a workbook and a cost sharing program to help disperse the expense of the certification;
- Partner with the Southwest Virginia Farmers Market to purchase a hydro-cooler, a forced air cooler, ice machines, a tow motor, a refrigerated truck, processing tables, and packing supplies to cool specialty crops for farmers throughout Southwest Virginia;
- Establish ten berry crop sites/farms and provide work opportunities for youth in conjunction with area Future Farmers of America clubs;

- Establish the Virginia Nursery and Landscape Association Beautiful Gardens™ plant introduction program to train farmers in the procedures and financial possibilities of growing liners. Plant material developed by the program will put emphasis on the potential for tissue culture propagation that will require greenhouses and procedures for successful growing of the plants from tissue culture material;
- Develop an interactive website for promoting the benefits of honey bee pollination and provide contact information to beekeepers desiring to expand honey bee related services;
- Partner with the Eastern Shore Agricultural Research Station to provide the eastern shore vegetable industry with weekly information, based on a program of insect, disease and weather monitoring gathered from equipment throughout eastern shore production areas;
- Establish a competitive cost-share, matching funds program to support on-farm projects, which promote the commercial adoption of select specialty crops production systems in Virginia; and
- Construct a greenhouse on a small farm on the Northern Neck of Virginia to extend the production season of tomatoes and lettuce and conduct a field day and farm tour to encourage other small family farmers to adopt the production methods.

**Nebraska Department of Agriculture - \$104,133.83, to:**

- Partner with the Nebraska Fruit and Vegetable Growers' Association and the Nebraska Department of Health and Human Services, to promote local fruits and vegetables through *Nebraska Our Best* to you promotional materials, advertising, and signage at farmers' markets, point-of-purchase signage to Nebraska grocers, and to the employees of a major company in Lincoln, Nebraska;
- Partner with the University of Nebraska, Panhandle Research and Extension Center, to survey western Nebraska production fields for the incidence and distribution of bacterial wilt isolates that are pathogenic to dry beans to determine whether management changes are needed to stop the spread of the disease;
- Partner with the University of Nebraska, Industrial Agricultural Products Center, to identify immediate product development opportunities and the potential commercial value of hybrid hazelnuts;
- Partner with the Nebraska Nursery and Landscape Association and the Nebraska Statewide Arboretum, to develop a new consumer magazine and related advertising campaign that promotes the use of Nebraska-grown landscape plants; and educational workshops to enable Nebraska nurseries to add GreatPlants® to their product lines; and
- Partner with the Potato Certification Association of Nebraska, to continue the training of a new manager for the Potato Certification Program. This will be the second year of a two-year

training program that will culminate in the successful achievement of a market inspection license for potatoes for the trainee.

**Indiana State Department of Agriculture - \$109,567.29, to**

- Update and distribute the directory of Indiana's farmers' markets, u-pick and agritourism opportunities;
- Continue to implement a cost-share reimbursement program to provide grants to Indiana farmers' markets. The program will reimburse 50% of the cost of farmers' market advertising, displays, and promotional materials, up to \$500;
- Partner with the Indiana Wine Grape Council, to promote the "Vintage Indiana" Wine & Food Festival to provide statewide exposure for the Indiana wineries.
- Partner with the Local Growers' Guild to conduct a feasibility study to identify key components for successful distribution of local food products;
- Partner with the Indiana Uplands Wine Trail and Grape Growers Cooperative to develop a Southern Indiana Uplands agritourism campaign through creation of partnerships among member wineries and associated travel partners such as lodging, restaurants and related attractions and visitor bureaus; and
- Partner with the Hancock Harvest Council to produce a virtual farm tour that can be viewed from their existing website, put on educational presentations on direct marketing techniques and specialty crop production, further assess consumer needs and wants, and expand their existing portable direct marketing booth for use as a certified food handling booth at regional farmer's markets.

**Massachusetts Department of Agricultural Resources - \$224,179.65 (applied for both FY07 and FY08 funds), to:**

- Foster the expansion of the use of the "Logo" program to commodity associations through a "Massachusetts Grown and Fresher" marketing grant program; expand the usage of the "Logo" by identifying new opportunities to incorporate the logo within marketing and promotional initiatives;
- Develop and implement a "seal" of Commonwealth Quality Program to increase producer profitability as well as a market opportunity and consumer awareness that identifies specialty crop products adhering to certain existing standards and/ or production methods; and
- Partner with other New England Departments of Agriculture to support and promote the "Harvest New England" Marketing Conference in February 2009 and research and determine the effectiveness of developing a "Harvest New England" Good Agricultural Program.

**Maine Department of Agriculture - \$105,806.75, to:**

- Design reports and implement the specialty crop producer database that was designed using FY06 Specialty Crop Block Grant Program funds. Convert data from the old system so that the new database will house data about and information for all Maine specialty crop producers and provide the information needed for printed and electronic promotional and business development materials;
- Develop, print and distribute three newspaper inserts that will be included in statewide publications during the growing and harvest season that will provide timely announcements to consumers throughout the state highlighting crops that are ‘currently’ available and where to get them; and
- Partner with other New England Departments of Agriculture to support a marketing conference scheduled for the winter of 2009 designed to assist producers in marketing their specialty crops directly to consumers and wholesalers; distribute pamphlets and point of sale materials to enhance the visibility of New England products in the marketplace; and support regional training efforts for specialty crop producers to assist them in complying with Good Agricultural Practices certification.

**District of Columbia, Agricultural Experiment Station – \$100,000, to:**

- Intercrop vegetable crops with herbs and spices to increase productivity through reduction in disease and insect infection, without the need of using excessive amounts of toxic pesticides.

**North Dakota Department of Agriculture - \$109,135.59, to:**

- Partner with the Minnesota Department of Agriculture and the Northern Plains Potato Growers Association to maximize profits for potato growers through an aggressive breeding program, producer education program, marketing initiatives, and a training program for negotiators;
- Partner with the Minnesota Department of Agriculture and the Northharvest Bean Growers Association to establish a Dry Edible Bean Health Research Program to advise the development of a research strategy into the links between human health and the consumption of dry edible beans;
- Conduct an economic impact study of the farmers markets in North Dakota; and
- Provide technical assistance to local communities to assess their capabilities and desire to initiate a local foods initiative and determine if a mobile commercial kitchen/processing center is economically feasible and of value to local communities interested in a local foods initiative.

**Oregon Department of Agriculture - \$148,320.35, to:**

- Study the effect of Sudden Oak Death on Oregon's nursery industry and the extent to which surveillance and control measures are cost effective;
- Research post harvest strategies and technologies that Oregon specialty crop growers' can use to optimize or enhance shelf life for their fresh products;
- Identify specialty crop producers and packers and then identify a web-based platform where the availability of their fresh fruit and vegetables is published on a web-based platform where buyers can find real-time availability of specialty crop products by product and region; and
- Examine pest and disease concerns that Oregon specialty crops face in export markets and strategies to allow Oregon exporters to work together with other regional states to implement programs to overcome these non-tariff barriers.

**Iowa Department of Agriculture and Land Stewardship -\$103,249.43, to:**

- Expose consumers at the Iowa State Fair to a Specialty Crops Expo display, demonstrations and information/promotional items;
- Promote on farm agricultural activities, agritourism, farmers markets, and specialty crops by developing an agritourism map, brochures, posters and other promotional materials.;
- Provide Iowa Department of Agriculture and Land Stewardship staff with professional development and education pertinent to specialty crop issues;
- Provide resources for collecting/reviewing publications and other media formats relevant to the specialty crop industry and making them available to producers;
- Provide growers, producers and processors of fruit and vegetable specialty crops a conference addressing post-harvest handling, transportation, packaging, distribution and marketing of specialty crops through different marketing channels;
- Partner with the Belmond Area Farmers Market to promote locally grown food, increase access to specialty crop products through a home delivery pilot, and bring new partners into the promotion of local food and community development;
- Partner with the North Iowa Farmers Market to develop promotional brochures and banner signage, conduct print, radio, and billboard advertising, provide cooking classes, and support for customer research;
- Partner with the Springville Economic Development Corporation Downtown Farmers' Market to design, manufacture, and install signage displaying the various specialty crop products available for purchase at the market along with dates and times of operation and a general description of the location;

- Partner with the Mississippi Valley Growers' Association, Inc. Bettendorf Farmers' Market to educate farmers' market customers on the utilization of floriculture and nursery crops;
- Partner with the Mahaska County Farmers' Market to advertise the farmers' market by print, radio, and signage;
- Partner with the Drake Neighborhood Farmers' Market to advertise the farmers' market on the radio, sponsor free transportation to the market, conduct cooking demonstrations, host the Sweet Corn Festival, give 50-cent coupons toward purchases of specialty crops, and host the Harvest Festival featuring apples, pumpkins, and gourds;
- Partner with the Iowa Christmas Tree Growers Association to continue to upgrade its website, organize two educational state meetings, and promote at the Iowa State Fair; and
- Partner with the Iowa Organics Association to operate a booth at the Iowa State Fair featuring Iowa organic specialty crop products and product information.

**Minnesota Department of Agriculture - \$113,274.97, to:**

- Partner with the North Dakota Department of Agriculture and the Northern Plains Potato Growers Association to maximize profits for potato growers through an aggressive breeding program, producer education program, marketing initiatives, and a training program for negotiators;
- Partner with the North Dakota Department of Agriculture and the Northharvest Bean Growers Association to establish a Dry Edible Bean Health Research Program to advise the development of a research strategy into the links between human health and the consumption of dry edible beans; and
- Partner with the Minnesota Grown Promotion Group to enhance the Minnesota Grown Program by improving the quality of its marketing materials, web site, and directory.

**Colorado Department of Agriculture - \$116,139.35, to:**

- Partner with Colorado State University to continue to conduct variety trials that will provide information about specialty crop variety performance raised under organic production management and in high tunnels;
- Partner with the Colorado Wine Industry Development Board to enhance its Wine Quality Evaluation Program by establishing and equipping a wine analysis and evaluation laboratory to allow the industry to more effectively utilize chemical and sensory research to improve the quality of Colorado wines;
- Partner with the American Culinary Federation/Colorado Chefs Association, to educate Colorado culinarians of the value of incorporating Colorado specialty crops to their menus

and to promote the specific use of locally grown specialty crops, seasonal availability, and the economic and environmental advantages of buying local;

- Partner with Colorado State University to develop a state-specific, interactive online portal to facilitate buyer-seller contact and foster the development of local food marketing systems; and
- Partner with the Colorado Onion Association to participate in the Colorado Pavilion at the Produce Marketing Association's 2008 Fresh Summit Exposition, develop a website, "Simply Colorado Onions" brochure, and a handler/shipper list to support their participation.

**Utah Department of Agriculture and Food - \$103,135.47, to:**

- Partner with the Utah State Horticulture Association to evaluate the effectiveness of two different types of insect trap lures used in monitoring codling moth in Utah's mating disrupted apple orchards. Data collected from traps will be analyzed to assess the attractiveness of the two lures; refine predictions of fruit injury from trap catch developed from data collected in 2006 and 2007; and determine a useful trap threshold for each of the two lures;
- Partner with the Utah State Horticulture Association to establish a peach orchard in which the benefits of tradeoffs between different management scenarios are determined and the feasibility of organic and reduced input peach production in Utah demonstrated;
- Partner with the Utah State Horticulture Association to survey Utah fruit orchards for incidence of streptomycin resistance among populations of *Erwinia amylovora* (EA) causing fire blight, evaluate Kasugamycin for management of fire blight in experiments at the Kaysville research farm, and use molecular data to quantitatively measure the epidemiological characteristics of EA;
- Partner with Cornaby Farms to establish a trial plot of six varieties of raspberries that will be evaluated for harvest onset, duration of harvest, berry size, harvest yield, and compatibility for mechanical harvesting.;
- Partner with the Utah Apple Marketing Board to develop a website, participate in promotional activities to grow sales of locally grown fresh apples in local school, and meet the food safety certifications required by major retail and foodservice customers;
- Establish and maintain a *Utah Grower Directory* to communicate with Utah specialty crop growers to inform them of activities and receive feedback from growers to insure effective efforts;
- Partner with Improving Perennial Plants for Food and Bio-Energy, Inc. to create research based recommendations of locally adapted nut trees which can lead to commercial nut production in Utah and increased nut tree use in home landscape;



- Partner with Utah State University's Department of Plants, Soils and Climate to investigate the southern Utah native shrub, *Eriogonum corymbosum* (EC), for development of potentially economically valuable cultivars, quantify its degree of drought tolerance, as well as its tolerance for wet soils during nursery production and in irrigated landscapes; and
- Partner with Payson Fruit Growers to bring in a representative from AIB International to give a two-day seminar to fruit growers in practical and reasonable horticulture and farm management practices that will improve their understanding of food safety.

**New Hampshire Department of Agriculture - \$102,244.91, to:**

- Partner with the New Hampshire Division of Travel & Tourism Development to use multi-media advertising that will tie into existing marketing channels for tourism. The program will also have an educational component for consumers that will include how to find and purchase local specialty crops.

**Washington State Department of Agriculture - \$182,441.82, to:**

- Partner with the Washington State Potato Commission to create a training program for safe, effective operation of chemigation systems;
- Partner with the Washington Apple Commission to provide training to six hypermarket/supermarket chains in produce department layout design and produce handling in four key regions in China. Work with a Produce Marketing Association consultant and one or more of the chains on designing a model produce section for their chain and conducting promotions;
- Partner with the Hop Growers of America to help fund industry's participation in the Brau Trade Fair in Nuremburg, Germany to promote Washington hops;
- Partner with the Organic Seed Alliance to develop a premium national market for specialty grown organic vegetable seed and launch a Growers Organic Seed Cooperative as a producer-owned business; and
- Partner with the Northwest Agriculture Business Center to conduct a market assessment on a sparkling apple-berry juice and a packaged loose-leaf tea from Washington as pilots followed by test marketing and preliminary market positioning in preparation for retail and direct sales.

**Rhode Island Department of Environmental Management Division of Agriculture - \$101,417.97, to:**

- Partner with the Rhode Island Agriculture Council, the Rhode Island Farmers Market Association, and the University of Rhode Island Extension Service to contract with a local public relations firm to develop a promotional campaign to expand the awareness of their “buy local” program;

- Partner with the University of Rhode Island to incorporate a Good Agricultural Program (GAP) into their "buy local" program that includes training and on site evaluations; and
- Partner with Harvest New England to establish a regional GAP program that can be tailored to individual states needs. Workshops on the GAP program will be offered at the 2009 New England Agricultural Marketing Conference.

**Vermont Agency of Agriculture - \$101,397.90, to:**

- Provide print and broadcast marketing for specialty crops and support specialty crop producer participation in state and regional education and training opportunities;
- Continue to partner with regional and national organizations, including the U.S. Apple Association, the U.S. Apple Export Council and the New England Apple Association, to enhance industry public relations, marketing, research and educational support for the state's apple growers;
- Partner with the vegetable and berry industry and the University of Vermont extension leaders to organize a series of industry education and training programs incorporated into existing events as well as new regional or specific-topic events;
- Work with the Vermont Grape and Wine Council to identify and participate in new marketing events such as wine tastings, production seminars and a new culinary tourism partnership with the Vermont Cheese Council;
- Work with the Christmas tree industry organizations to improve their marketing efforts and improve grades and overall product quality; and
- Partner with the American Brewers Guild, the Vermont Brewer's Association and individual brewers and farmers to research hop harvesting and processing equipment scaled to the northeastern U.S.

**Michigan Department of Agriculture - \$136,342.33, to:**

- Partner with Eden Foods and WJR Radio to create a new 60 minute radio program; "Come to the Table" that will emphasize Michigan's specialty crops;
- Organize, promote and conduct two special farmer's markets at the State Capitol lawn in Lansing and one at the Henry Ford Hospital Campus in Detroit;
- Sponsor a "Select Michigan" Pavilion at the Associated Food and Petroleum Dealers, Inc. retail show, plan and conduct a "Meet the Midwest Buyers Reception" during the Great Lakes Expo, and conduct a pilot fruit and vegetable program with the Associated Food and Petroleum Dealers, Inc., Save-A-Lot Stores and Spartan Stores; and

- Create at least three retail marketing campaigns that will influence consumers to increase their purchases of Michigan grown products; and
- Create and offer for sale at cost to growers, distributors, farm markets, and/or farmers markets “Select Michigan” point of sale materials.

**New Jersey Department of Agriculture - \$117,036.97, to:**

- Expand the *Jersey Fresh* matched funds grant program to assist non-profit organizations that promote specialty crops;
- Purchase and create point of sale materials to brand individual pieces, or retail consumer bundles of fruits and vegetables with the *Jersey Fresh* logo; and
- Conduct trade and consumer advertising of the *Jersey Grown* brand to promote plants, trees and shrubs.

**Mississippi Department of Agriculture and Commerce – \$103,626.70, to:**

- Develop a certification program for farmers’ markets in Mississippi where farmers markets meeting certain criteria will be recognized as a “Mississippi Certified”;
- Promote “Mississippi Certified” farmers markets and specialty crops statewide through a live weekly radio broadcast, print advertising, radio advertising, its website, the development of a farmers’ market cookbook, and promotional materials;
- Increase awareness of the locations of farmers’ markets throughout the state that participate in the WIC and Senior Farmers Market Nutrition Programs;
- Conduct beekeeping field days and workshops for beekeepers in various locations throughout the state;
- Develop workshops to educate specialty crop producers and farmers’ market managers on how to grow crops and successfully sell their produce;
- Promote the Mississippi Farmers Market located in Jackson to the public through radio, print, and television advertising as well as through promotional items and special events highlighting a variety of Mississippi grown produce; and
- Conduct a chef cook-off competition at the Mississippi Farmers Market using fresh Mississippi grown fruits and vegetables.

**Alaska Department of Agriculture - \$100,520.67, to:**

- Award grants to specialty crop growers to develop methods for season extension and increased crop productivity;

- Develop and expand specialty crop promotional materials to include the *Alaska Food & Farm Products Directory* and the *Specialty Crops Calendar*;
- Develop and host an Alaska Agricultural Expo that will accommodate demonstrations and new technologies for specialty crop producers;
- Provide education stipends to specialty crop growers who travel to other States to attend informational conferences/meetings relating to the specialty crop industry;
- Train two inspectors in Good Handling Practices and Good Agricultural Practices audit procedures and develop a cost-share program for growers pursuing certification; and
- Make grants available to Agriculture in the Classroom, 4-H and Future Farmers of America to create an Alaska Grown specialty crop awareness curriculum to be utilized with Alaska's youth.

**Florida Department of Agriculture and Consumer Services - \$253,750.10, to:**

- Work with Walt Disney World to develop and showcase an interactive educational exhibit at the 2008 Disney Epcot International Flower and Garden Festival, in partnership with the Florida Nursery, Growers & Landscape Association (FNGLA);
- Modify the existing on-line FNGLA Plant Locator to enable growers to update information and offer real-time plant inventory online in a searchable database for landscape and retail customers;
- Develop and air statewide public service announcements to promote Florida's nurseries, growers, and landscapers, in partnership with the FNGLA;
- Showcase innovative landscapes and irrigation design standards at model homes, in partnership with FNGLA; and
- Incorporate FNGLA's Certified Horticulture Professional Certification program into the existing horticultural curriculum in Florida high schools.

**Oklahoma Department of Agriculture, Food & Forestry - \$107,188.11, to:**

- Print informational handouts and booklets showcasing all the plants that have been evaluated and marketed under the "Oklahoma Proven" program over the last 10 years;
- Continue a statewide billboard campaign to increase awareness of farmers' markets and specialty crops; and

- Provide grants up to \$2,500 to 100% Oklahoma Grown Farmers' Markets and to the Oklahoma City Downtown Farmers' Market to purchase structures, signage, marketing promotional items, advertising, newsletter publishing, and other promotional items.

**Texas Department of Agriculture - \$156,488.66, to:**

- Conduct retail organic produce promotions at retail outlets that offer Texas-grown produce;
- Develop and distribute a newspaper insert that will offer the reader tips on fall landscaping and include a section on indoor plants produced by Texas greenhouse growers. Project is in cooperation with the Texas Nursery and Landscape Association retail committee and the Texas State Florist Association;
- Help promote the Texas Christmas tree industry by developing pull-up screens, banners or road signs, and advertisements;
- Work with the Texas produce industry to develop an insert for the *Packer* to include all Texas produce available and a description of products;
- Develop a consumer tract at the Texas Organic Farmers and Gardeners Association to educate the public on choosing organic products;
- Update the organic, cut flower, Texas native and Southwest desert plant, and olive production manuals to keep producers up to date on the latest production methods; and
- Develop a contest to encourage students to eat more fruits and vegetables to help producers who sell to schools increase their shipments across the state.

**Idaho State Department of Agriculture - \$121,388.06, to**

- Hire a temporary employee to enhance domestic consumer demand for Idaho specialty crop products through the "Idaho Preferred" program and expand international marketing opportunities for Idaho specialty crop producers, packers, and shippers; and
- Implement several projects to expand retail partnerships with an emphasis on areas outside of the Treasure Valley, expand promotion of Idaho Nursery products and food service restaurant promotions, strengthen school programs, and implement additional inbound buying missions.

**Ohio Department of Agriculture - \$245,378.58 (applied for both FY06 and FY07 funds), to:**

- Purchase a mobile kitchen unit in order to increase use and sale of local specialty crops at retail and direct market outlets throughout Ohio;
- Host tours for media members focusing on specialty crop production and agritourism in partnership with the Ohio Grape Industries Committee and Division of Travel & Tourism;

- Expand the “Ohio Proud” consumer branded campaign for direct marketing operations;
- Launch a passport program increasing awareness and visits to Ohio’s direct marketing and agritourism operations. Project is in partnership with the Division of Travel & Tourism;
- Host tours for wholesale buyers/distributors focusing on specialty crop production, including wine, in partnership with the Ohio Grape Industries Committee; and
- Partner with the Ohio Food Policy Council to identify those school districts that are interested in sourcing local product in the state and develop an information guide on procurement policies for education and outreach to Ohio growers.

**Hawaii Department of Agriculture - \$218,402.74 (applied for both FY06 and FY07 funds), to:**

- To promote the Hawaii Seals of Quality Market Enhancement Program (Program) through online advertising and broadcast and supporting celebrity chef events;
- Purchase a graphic panel display, computer kiosk, and pull up display screen to promote specialty crops and producers;
- Design and redevelop a website, program guide, and posters for the Program; and
- Work with a consultant to evaluate and assess the progress and attainment of Program established goals.

**Kentucky Department of Agriculture - \$205,655.12 (applied for both FY06 and FY07 funds), to:**

- Facilitate direct marketing seminars that will focus on helping specialty crop producers find ways to increase market share, improve product quality, and grow their customer base;
- Conduct a pilot program experimenting with institutional infrastructure and communication channels to increase the use of locally grown produce in schools and commercial cafeterias, conduct food demonstrations and sampling, and incorporate education for foodservice directors, lunchroom materials, and promotional giveaways;
- Work with restaurants and hotels to use chef cook-offs, product demonstrations, and media advertising to promote “Kentucky Proud” produce;
- Attend both state and national events to promote the growing produce industry and purchase a produce-specific tradeshow display to attract potential customers;
- Develop audience-specific directories, brochures and DVDs about where to find “Kentucky Proud” produce; and

- Develop a comprehensive wellness program incorporating “Kentucky Proud” produce into the agenda through sponsorship and food demonstrations.

**Missouri Department of Agriculture - \$208,578.92 (applied for both FY06 and FY07 funds), to:**

- Work with Future Farmers of America (FFA) Chapters in the Lexington, Missouri area to develop educational materials to serve as teaching aids to develop entrepreneurial skills of direct marketing and advertising local specialty crops, and provide hands-on experience of selling produce and horticultural crops, flowers, and value-added products at community markets.
- Conduct workshops for FFA students and establish a demonstration vineyard and chestnut orchard providing knowledge of soil, climatological, financial requirements as well as experience in the cultural practices necessary to achieve profitable vineyard and orchard production, and hold a Wine Grape and Chestnut Production Field Day annually. Project is in partnership with University of Missouri Extension Specialists and the Institute for Continental Climate Viticulture and Enology.
- Provide one-year internships in wine grape production for FFA students and an annual summer internship in chestnut culture for either an FFA student or a University student.

**Montana Department of Agriculture - \$205,452.30 (applied for both FY06 and FY07 funds), to:**

- Engage all growers within an identified pest control management area to implement regulations, conduct an education campaign, monitor infestation levels, and investigate and control feral hosts of the fruit fly. Project is in partnership with the Lake County Commission and the Cherry Fruit Fly Pest Control Advisory Board;
- Bring the Integrated Virus Detection System to screen for and detect the presence of pathogens/viruses in bee colonies to Montana’s commercial beekeepers. Project is in partnership with the Montana State Beekeepers Association;
- Provide county level estimates for peas, lentil, and garbanzo beans in partnership with USDA's National Agricultural Statistics Service; and
- Facilitate the export of organic specialty crops into high-value international markets, provide cost-share assistance to offset the cost of organic certification for organic specialty crop growers, and develop certification forms to better serve organic specialty crop growers.

**Wyoming Department of Agriculture - \$201,390.18 (applied for both FY06 and FY07 funds), to:**

- Conduct variety trials of fruits and vegetable for vigor, cold and drought tolerance and study native plants suitable for domestic cultivation in partnership with the University of Wyoming;
- Award small grants to growers to develop native plant production, diversify vegetable varieties, extend the growing season and increase crop productivity;
- Provide speakers at the Kinsey Soil Conference to educate specialty crop farmers on soil fertility maximization;
- Hire a contractor to develop a *Wyoming Farmers Market Manual* that addresses rules, regulations, and food safety issues to provide the instructional basis for the Wyoming Farmers Market Certification on-line course;
- Develop a pilot project to provide youths from the local school system an opportunity to learn about the nutritional value of fresh produce, marketing, and basic business skills. Project is in partnership with Sheridan College;
- Support a regional seed genetics educational workshop to help farmers develop better knowledge of seed saving and specialty crop;
- Support an annual farmers' market conference to increase the number of markets and the level of expertise of market managers and vendors, provide food safety education, and support the network of markets within the State;
- Work with local restaurants and hotel chefs to offer consumers and retail buyers' alternatives on cooking with Wyoming specialty produce at farmers' markets and develop recipe cards for consumers;
- Develop marketing and educational materials regarding grape production that will be distributed to potential growers and conduct tours of Wyoming grape orchards. Project is in partnership with the University of Wyoming and Wyoming Grape Growers Association;
- Develop a database of nursery stock producers to facilitate the formation of the Wyoming Nursery Stock Association and host the Nursery Association conference; and
- Develop the curriculum and materials and facilitate a train the trainer session for instructors of seminars that will provide information to farmers' market managers and vendors on food safety issues associated with the preparation and sale of fresh produce. Project is in partnership with the Wyoming Consumer Health Services.

**Connecticut Department of Agriculture - \$215,869.24 (applied for both FY06 and FY07 funds), to:**

- Produce banners promoting farmers' markets and create a farmers' market website;



- Purchase four costumes that will help school food service directors, schools, and other groups promote specialty crops in cafeterias and produce a brochure promoting the Farm-to-School Program and the use of “Connecticut Grown” specialty crops;
- Conduct two farm tours/workshops for local chefs to teach them about “Connecticut Grown” specialty crops and work with the “Connecticut Grown” Farmers' Market program to arrange culinary demonstrations at the markets by program chefs;
- Develop a farm stand brochure that will allow the public to find farm stands and stores in their area;
- Provide producers, wholesalers, retailers and other outlets with promotional items to identify and promote “Connecticut Grown” specialty crop products;
- Conduct market research to determine the effectiveness of a state-wide, multi-media advertising and marketing campaign promoting “Connecticut Grown” products conducted in 2007;
- Use radio and print advertising to increase consumer exposure to the Connecticut Apple Marketing Board’s marketing brochure, website, and Connecticut orchards;
- Conduct a one-day “bee school” to help existing beekeepers become better and newcomers to be successful, and develop a brochure and update the Connecticut Beekeepers Association web site;
- Award three scholarships to candidates studying agriculture, provide grants to the State of Connecticut Agriculture Experiment Station to conduct experiments to help tree growers, promote the annual coloring contest and award trees to eight winners, and update and maintain the Connecticut Christmas Tree Growers Association website;
- Print passports that visitors can get stamped at each Connecticut winery to entice customers to visit different wineries in partnership with the Connecticut Farm Wine Development Council;
- Conduct a two-year promotional campaign promoting “Connecticut Grown” annual flowering plants in partnership with the Connecticut Greenhouse Growers Association;
- Produce and distribute copies of the *CT NOFA Farm and Food Guide*, a listing of organic and sustainable farms in Connecticut in partnership with the Northeast Organic Farming Association;
- Conduct a two-year promotional campaign for “Connecticut Grown” trees, shrubs, and perennial plants in partnership with the Connecticut Nursery and Landscape Association;
- Conduct educational programs for producers at the semi-annual Maple Syrup Producers Association of Connecticut meetings to learn more about the maple syrup craft and be better

informed to make upgrades to their operations, advertise the presence of sugaring operations and create syrup samplers kits to educate the public, and compile and publish the *CT Maple Syrup Recipe Book*; and

- Continue to promote specialty crops from a regional and state perspective and support the Harvest New England conference in the winter of 2009 with a focus on marketing in partnership with the Harvest New England group.

**Pennsylvania Department of Agriculture - \$257,786.42 (applied for both FY06 and FY07 funds), to:**

- Partner with the American Mushroom Institute to coordinate the development of a comprehensive plan to bring Vitamin D rich mushrooms to market;
- Partner with the American Mushroom Institute in conjunction with Penn State University to develop and maintain an industry wide food safety program;
- Offer a Good Agricultural Practices cost-sharing program to specialty crop producers;
- Support an Integrated Pest Management (IPM) demonstration project which will show local vegetable growers, specifically Amish and Mennonites, the benefits of an IPM program. Project is in partnership with Pennsylvania State University; and
- Develop a system which gathers real-time price data from produce auctions on a daily basis and then posts it to a specifically designed web-tool.

**Arizona Department of Agriculture - \$266,580.88 (applied for both FY06 and FY07 funds), to:**

- Assist educators in receiving nutrition education curricula, and encourage hundreds of students to develop gardening and life skills, and improved attitudes toward fruits and vegetables. Project is in partnership with the Western Growers Charitable Foundation;
- Develop an effective biocontrol strategy to effectively manage lettuce drop disease caused by *S. minor* by optimizing the application rate of Contans and by characterizing the stimulus in *Sclerotinia* spp., which elicit *C. minitans* response in partnership with the University of Arizona;
- Develop a real-time PCR assay for sensitive detection of Cucurbit Yellow Stunting Disorder Virus in preparation for a widespread outbreak in Arizona melon crops in partnership with the Yuma County Task Force;
- Test and develop strategies to stop or prevent the erosion of efficacy of the critical chemical tools that growers have to combat powdery mildew. Project is in partnership with the University of Arizona and the Yuma Agricultural Center;

- Generate data that will allow date producers to be more efficient with their nitrogen applications while maintaining or improving yield, fruit size and fruit quality. Project is in partnership with the University of Arizona;
- Provide growers with empirical derived nutritional data on specialty leafy vegetable crops that directly benefit from the Southwest's aridic climate, selenium rich soils, and saline irrigation water. Project is in partnership with the University of Arizona;
- Survey edible fruits and vegetables for potential accumulation of heavy metals and calculate hypothetical exposure and risk of heavy metals in vegetable and fruit crops in partnership with the Yuma Agricultural Center, University of Arizona;
- Develop a clear and thorough understanding of the pros and cons of using each of three irrigation systems for production of lettuce in Yuma, and to provide Arizona leafy green growers with a practical scheme showing effect of irrigation system on yield, quality and microbial risk of Romaine and Iceberg lettuce. Project is in partnership with the University of Arizona and the Yuma Agricultural Center;
- Determine the inheritance of tipburn resistance in lettuce and develop molecular markers linked to tipburn resistance genes that are suitable for marker assisted selection in partnership with the USDA's Agricultural Research Service;
- Produce an educational reference guide to educate consumers about Arizona produce and nursery plants;
- Produce bilingual education and promotion videos to increase consumption of local fruits and vegetables in partnership with the Community Food Bank Community Food Security Center; and
- Complete an updated Economic Impact Survey of the Arizona nursery industry in partnership with USDA's National Agricultural Statistics Service.

**Wisconsin Department of Agriculture, Trade & Consumer Protection - \$240,610.72  
(applied for both FY06 and FY07 funds), to:**

- Conduct educational programs to nursery professionals and horticulture students to improve knowledge in business and marketing. Project is in partnership with the Wisconsin Nursery Growers;
- Build a potato and vegetable storage facility where various storage research projects will be conducted focusing on lengthening the time vegetables can be stored in partnership with the Wisconsin Potato and Vegetable Growers Association;
- Research and trial new cut flowers to determine the most popular cut flowers that will grow well in Wisconsin and develop a web site for dissemination of information gathered during the trial in partnership with the Wisconsin Commercial Flower Growers Association;

- Re-work a promotional marketing video in English and Mandarin to target U.S. and Chinese consumers, distributors, wholesalers, and retailers in Asia and the United States in partnership with the Ginseng Board of Wisconsin;
- Develop an "Autumn Harvest" trail which will guide consumers and tourists to apple-related destinations in Wisconsin in partnership with the Wisconsin Apple Growers Association;
- Produce an educational video on the state's cranberry industry, print and distribute a weed management guide, develop and print new brochures on cranberries, and enhance the displays in the exhibit hall at the Wisconsin Cranberry Discovery Center. Project is in partnership with the Wisconsin Cranberry Board;
- Develop a promotional brochure on the environmental benefits of real trees, promote Christmas trees at the Wisconsin State Fair and Farm Technology Days, distribute educational and promotional materials, educate growers on how to market to Gen Y consumers, and educate growers on how to communicate the environmental message to the media and the public. Project is in partnership with the Wisconsin Christmas Tree Producers Association, Inc.;
- Develop and distribute six issues of a newsletter that will help greenhouses increase their competitiveness in the market. Project is in partnership with the Wisconsin Commercial Flower Growers Association; and
- Enhance the SavorWisconsin.com web site, a marketing tool for producers to promote Wisconsin agricultural products.

**Tennessee Department of Agriculture - \$223,259.26 (applied for both FY06 and FY07 funds), to:**

- Develop a new statewide “buy local” brand, in partnership with the Tennessee Farm Bureau Federation, to promote conventional, natural and organic products, conduct kick-off presentations to appropriate venues to implement the program, and in partnership with the University of Tennessee Center for Profitable Agriculture, conduct statewide workshops aimed at promoting and educating the concepts of the program; and
- Develop a resource guide to provide consumers a map and list of outlets across Tennessee where locally grown/produced products can be purchased and an interactive website directory of producers/members that will include maps and directions to member farm markets and farmers’ markets.

**California Department of Food and Agriculture -\$1,304,955.80 (applied for both FY06 and FY07 funds), to:**

- Research environmentally sensitive control alternatives that will control the spread of Diaprepes and allow the nursery industry to continue to meet quarantine restrictions. Project is in partnership with the University of California, Davis;
- Assess the likely spread of the Tomato Leaf Curl virus from the initial introduction point and identify plant reservoir hosts for the disease to form the basis for an integrated pest management strategy in partnership with the University of California, Davis;
- Develop point-of-sale promotional materials for retail outlets in partnership with the Buy California Marketing Agreement groups;
- Provide growers with incentives to participate in the conservation practices that characterize sustainable winegrowing. Project is in partnership with the Central Coast Vineyard team;
- Develop a scientific evaluation protocol for sampling honeybee health to give beekeepers early warning of potential problems in order to optimize their management practices. Project is in partnership with the non-profit organization Project Apis m.;
- Provide walnut growers with a trade-off analysis to calculate the environmental impact and economic cost for conventional, organic and integrated pest management strategies. Project is in partnership with the University of California, Davis;
- Field-test an automatic system for mechanical weed control, using a real-time kinematic global positioning system in partnership with the University of California, Davis;
- Examine all data pertaining to emissions and offsets of greenhouse gas to better understand the grape sector's greenhouse gas "footprint". Project is in partnership with the California Sustainable Winegrowing Alliance;
- Evaluate a broad range of combinations of natural product herbicides and surfactants for effectiveness and economy in partnership with University of California, Davis;
- Explore the feasibility of using various combinations of new generation pesticides and lures for maximum effectiveness in the statewide detection and eradication programs for exotic fruit flies;
- Develop training courses to link garden activities to California instructional standards and an internet gardening resource in partnership with the University of California, Davis;
- Subsidize installation of salad bars in forty schools to increase access to nutritious fruits, vegetables and nuts in school breakfasts and lunches and support professional development for teachers. Project is in partnership with the California School Nutrition Association.

**Delaware Department of Agriculture - \$204,807.50 (applied for both FY06 and FY07 funds), to:**

- Support the operation of the "Cucurbit Downy Mildew Website" to track the progress of downy mildew disease northward each spring to prevent specialty crop losses;
- Identify and evaluate ethnic crops that can be grown successfully in Delaware. Marketing avenues and value-added products from these crops will be identified and shared with farmers and gardeners. Project is in partnership with Delaware State University;
- Develop three marketing pieces: a directory and map of on-farm markets, farmer's markets and agritourism operations for consumers; a guide to Delaware agricultural producers looking to use or sell Delaware agriculture products; and placards promoting Delaware products and providing local product recipes;
- Develop the "MarDel-icious" brand, and implement a retail marketing and promotional campaign in partnership with the Mar-Del Watermelon Growers Association;
- Conduct a market and economic analysis of the state and regional vegetable processing industry to identify challenges and barriers to the continued health and expansion of the industry;
- Introduce Delaware specialty crop producers through demonstrations, training, and fact sheets to MarketMaker, a national network of state websites that connect farmers and processors with food retailers, consumers, and food supply chain companies;
- Breed and evaluate new lines of lima beans for yield, disease resistance, and horticultural characteristics in partnership with the University of Delaware;
- Conduct commercial scale trials to evaluate production, quality, and cost effectiveness of organic production of vegetables for processing in partnership with the University of Delaware Extension Vegetable Specialists and Delaware's vegetable processing industry.

**New Mexico Department of Agriculture - \$217,014.78 (applied for both FY06 and FY07 funds), to:**

- Conduct a five-state retail chile promotion and coordinate the development of a "New Mexico Taste of Tradition" pavilion at the Produce Marketing Association's Fresh Summit Exposition.

**Illinois Department of Agriculture - \$111,450.21 to:**

- Implement a specialty crop advertising grant program for farmers' markets incorporating the "Illinois Where Fresh Is" logo into their promotional efforts; and